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Maid of Cotton

HOW'S YOUR meat SENSE?

HOW MUCH DO YOU know about buying and caring for meat and poultry? Here are some questions, with answers, that should give you a clue as to your knowledge:

Q. Does it make much difference how long it takes from the time you buy meat and poultry in the store to the time you get these products home to the refrigerator?

A. Yes. Fresh meat and poultry are perishable, requiring refrigeration to keep them wholesome. Make them the last items you buy on a shopping errand, and get them home to your refrigerator promptly. Use fresh meat within a few days and fresh poultry within a day or two. As additional precautions, defrost frozen meat or poultry in the refrigerator. And when you're preparing these products, completely clean all surfaces and equipment you use before you use them for preparing other foods—or for handling the same meat or poultry after it's cooked.

Q. What new Federal laws help protect you from the possibility of buying unfit meat and poultry?

A. The Wholesome Meat Act of 1967 and the Wholesome Poultry Products Act of 1968. Both were passed by Congress to extend inspection safeguards to the entire supply of meat and poultry sold in the United States. These laws strengthen the U.S. Department of Agriculture's inspection program that covers meat and poultry moving in interstate or foreign commerce. Each law also

gives the States a key role in inspection, requiring the development within every State of a strong inspection program to cover products produced and sold within State lines.

Q. How much does meat and poultry inspection cost the consumer?

A. Federal inspection—a tax-supported activity—costs each man, woman, and child in the United States about 50 cents per year. With it comes assurance that these products have been prepared in sanitary surroundings, are wholesome and truthfully labeled. Part of the funding for Federal inspection goes to the States as grants to help them develop and operate inspection programs that meet Federal standards.

Q. In buying a can of beef stew, can you be sure of getting a reasonable amount of meat in the product?

A. Yes. Inspection regulations of USDA's Consumer and Marketing Service require at least 25 percent beef, based on the fresh weight of the meat, to be in canned "beef stew" that is prepared under Federal inspection. Similar requirements exist for other processed meat and poultry products—for instance, frozen meat or poultry pot pies must contain at least 25 percent meat; chili con carne at least 40 percent meat; chili con carne with beans, at least 25 percent meat; and corned beef hash, at least 35 percent beef.

Q. Does the arrangement of words in the name of a meat or poultry product give an indication as to the

contents?

A. Yes. For instance, if you buy a product labeled "Sliced Beef and Gravy," you can be sure of getting more beef than gravy, based on weight. A product called "Gravy and Sliced Beef" on the other hand, will have more gravy than beef. This "first-most" rule applies to all meat and most poultry products prepared under Federal inspection.

Q. What does "Water Added" a ham label mean?

A. It means the ham contains up to 10 percent added moisture after it has been cured and processed. If the added water goes beyond 10 percent, the product would have to be labeled "Imitation Ham" under Federal inspection regulations.

Q. Is it safe to refreeze poultry that was previously frozen and then thawed out?

A. Yes, USDA experts say—as long as it still contains ice crystals or is still cold and has been held in the refrigerator no longer than two days after thawing. Put poultry in the freezer right after buying, if you plan to keep it more than two days before cooking. And make sure the wrappings are airtight. Chicken and turkey should keep safely at 0° (the usual freezer temperature) for up to a year. If you're planning to cook the poultry within two days after buying, loosen the wrappings to allow air circulation and store the product in the refrigerator.

Summertime happiness is:

● Good Meats on an Open Fire

AH, SUMMER! It's a season when you can shed your household surroundings and spend leisure hours outdoors. If only you could find a way to spend even more of your time outdoors, but there are still those ravenous appetites of your family to feed. How to beat the rap?

Instead of spending several hours in the house cooking the Sunday roast, why not pull out a rotisserie and join your family in the backyard to cook that meal? There are many delicious dinners which can be cooked on a rotisserie, but some favorites are the traditional boneless lamb, pork, and beef roasts.

If you're a little afraid to try charcoal roasting, what may disturb you is the dry, tough and charred roast that occasionally comes off the rotisserie rod. Well, you can relax. There are two reasons why this kind of result may occur. One primary reason is that someone has tried to save money at the wrong time.

Many people feel that informal cooking is only for economy cuts, and there are many good inexpensive meat dishes that can be cooked over an open fire. But if you want to treat yourself to a roast for cooking on the rotisserie, then you should not seek the lowest-priced cuts.

The first rule for a successful roast is to start with high-quality meat. Your best guides to quality in beef and lamb are the USDA grades. USDA Prime assures you of the ultimate in tenderness, juiciness, and flavor, but only a small percentage of the beef and lamb produced is Prime and you may not find it in your supermarket. USDA Choice, however, is also very high quality. USDA Choice beef and lamb are produced in greatest quantity and are readily available at all times. Look for the words USDA Prime or Choice within the official shield-shaped mark stamped on the outer fat covering of the meat.

● In choosing your beef roast,

though, you need to consider not only the grade but also the cut. In beef, particularly, some cuts are naturally more tender than others. The less tender cuts, such as the shoulder arm and the heel of round, are not suitable for the rotisserie, regardless of the quality grade. But if you select one of the more tender cuts, and it is graded USDA Prime or Choice, then you have the makings of a delicious charcoal-roasted dinner.

The rib roast is the most tender of the beef roasts. The rump and sirloin tip roasts are moderately tender—but if USDA Prime or Choice—are still suitable for rotisserie cooking. Any of these cuts should be boned and rolled—for convenience in cooking as well as in carving and serving.

Because both lamb and pork come from young animals, most cuts are fairly tender. But since lamb is graded for quality, you can have assurance of juiciness and flavor also by looking for the USDA Prime or Choice grade shield. The better lamb roasts for rotisserie cooking would be the leg and shoulder—boned, rolled and tied.

USDA grades for pork, unlike beef and lamb, do not carry through to the retail level. Pork grades relate chiefly to the yield of cuts from a carcass rather than the quality of the meat. For best quality, look for pork that is grayish pink in color, has at least a small amount of marbling (specks of fat within the lean), and is firm to the touch.

Some pork cuts suitable for roasting on the rotisserie are the boneless loin roasts—blade, center, or loin end—and fresh ham, picnic shoulder, or Boston butt roasts. Again, all of these should be boned, rolled and tied for easier handling.

But even an excellent piece of meat isn't very tasty with a burnt charcoal surface and under-done interior. Here the fault must rest with

the cook.

For best results, meat should be cooked with low heat. Knowing how to build a fire for charcoal roasting helps you to cook the roast properly.

Start your fire 30 to 45 minutes before you plan to use the rotisserie, banking the briquettes at least 2 or 3 deep in the rear of the grill so that the coal will ignite more quickly. You can start the roasting when there's gray ash covering the briquettes. To prevent flameup, you may want to place a pan under the meat to catch the fat drippings.

A roast may take several hours to cook. To keep your fire burning at a constant temperature, new hot coals should be added. Additional charcoal can be started to one side or in another container. Under no circumstances should lighter fluid be added to warm new coals.

Perhaps, by now, you are encouraged to try your hand at rotisserie cooking. On a side table, place long-handled meat tongs, a meat thermometer, asbestos-padded mitts, and a basting brush. You are now ready to begin.

Make sure that the rotisserie rod is inserted in the center of your meat—lengthwise—and the spit fork is tightened so that it will be *well-balanced* and turn evenly. Then insert the meat thermometer so that it reaches the center of your meat, being careful that it does not touch a bone or the rod itself.

There can't be enough emphasis placed on using a meat thermometer. The cooking time for the roast will vary with the shape of your meat, the temperature of the meat when it begins cooking, and the temperature of your fire. It will even vary with the amount of wind present on that day. By using a meat thermometer then, you can overcome these variables.

Ah, summer! Spend more of your time outdoors—even those hours cooking. □

GUIDES LEAD TO BETTER HEALTH AND NUTRITION

*In New York City
health guides are showing
low-income families
benefits of using
donated foods.*

IN NEW YORK CITY, over 350,000 people received food aid provided under the U.S. Department of Agriculture's Commodity Distribution Program. The foods are varied and versatile, designed to supplement and enrich the diets of people whose funds provide the barest necessities.

In many instances, however, in New York City and in other places where donated foods are made available by USDA's Consumer and Marketing Service, providing food alone is not enough. Among the most difficult things to change are people's eating patterns.

Therefore, homemakers, unfamiliar with the many uses of donated foods need to learn how to use them to fullest advantage. Community workers—extension specialists, nurses, college home economics students, teachers, nutritionists, social workers, and health aides—have undertaken a massive job of food re-education, stressing both nutrition and food preparation.

The New York City Health Department, with its extensive public nutrition and health education program, recently launched a health guides project, funded by the New York State Department of Health, to provide a needed link between community health services and problem households.

One of the important tasks of the health guides is to show low-income homemakers how to use the donated foods. As this is not an easy operation that anyone can do, the health guides had to meet certain requirements. Homemakers themselves, the health guides were selected on their ability to communicate with the families with whom they must work. They had to learn how to demonstrate cooking skills for groups and

individual homemakers.

Some 88 health guides, many Spanish-speaking, have been assigned to health centers in eleven of the city's neediest districts. Their ages range from 22 to 62. All work on a part-time basis at salaries of \$2 an hour for the guides and \$3 an hour for senior guides.

"Personal contact with members of their own community, who identify with them, is what makes the health guides especially effective," says Mrs. Anne Darling, director of the project.

The guides counsel not only in the areas of food, nutrition, and consumer buying know-how, but also on health and health-related services, drug addiction, and other subjects related to the daily life problems of the needy. They are better able to do this as their training—by specialists from the health department and other community agencies—stresses the values of preventive health care and community resources available.

Some guides have been making home visits since October and have been giving donated foods preparation demonstrations at the health centers for parents who come in for scheduled visits. By mid-March, a series of demonstrations was under way for parent associations in community schools. Several such demonstrations, given in East Harlem, which pioneered the program, met with unqualified success.

The official launching occurred on March 9, when the guides staged a "Taste-In" at the Riverside Health Center in Manhattan and the following day at the Morrisania Health Center in a low-income Bronx area.

It featured 18 specially prepared dishes made from donated foods and

told what the costs of these foods would be at a retail food store. In March, eligible families in New York City were receiving butter, cheese, scrambled eggs, all-purpose flour, lard, canned chopped meat, canned fowl, evaporated milk, nonfat dry milk, rice, corn syrup, canned tomato juice, canned green beans, peanut butter, dry beans, cornmeal, and vitamin C enriched dehydrated potatoes.

The health guides have compiled an attractive booklet of their own recipes—in English and Spanish—called "Tasty Dishes Using USDA Foods." This recipe booklet stresses the contribution of the donated foods to good nutrition by pointing out that these foods fall into the four basic food groups needed for an adequate diet: milk-cheese, fruits and vegetables, meats, and bread-cereals. The booklet also gives some helpful tips on preparing the foods.

Among the most popular recipes demonstrated at the Taste-In were an excellent Potato-Cheese Bake, using USDA-donated cheese and instant potatoes; Chicken with Tomatoes, using donated chicken and tomato juice; and Peanut Butter Quick Bread, using donated flour, nonfat dry milk, and peanut butter.

Recently, USDA introduced attractive new wrappers and packages for the donated foods. "The people like the new packages. I think they like to use the foods more than before," said a Lower East Side health guide.

That's all to the good, USDA feels. Acceptance of the donated foods, particularly when they are new and unfamiliar, and learning how to use them will enable needy families to derive even greater benefits from them. □

Means Happy Kids

This Summer

THE "GOOD OLD SUMMERTIME" is better this year than ever before for many youngsters in summer recreation programs across the country. It is better because of a new food service program of the U.S. Department of Agriculture.

Thousands of additional needy youngsters are taking part in the summer recreation programs this year, and as an added attraction, enjoying a nutritious lunch and/or between-meal snacks. Food items are donated by USDA for use in preparation of the meals, in addition to reimbursement of a maximum of 15¢ for each breakfast, 30¢ for each lunch or supper, and 10¢ for between-meal snacks.

The Special Food Service Program for Children is a three-year pilot program, authorized by a 1968 amendment to the National School Lunch Act and is administered by USDA's Consumer and Marketing Service. Its goal is to improve the nutrition of both pre-school and school-age children. The program assists in providing tasty snacks and up to three nutritious meals a day to youngsters in and out-of-school activities.

San Diego, Texas, launched the first program in the Southwest which began operating on June 2 with approximately 500 children receiving free breakfast and lunch at the school cafeteria.

Atlanta developed a summer recreation program to accommodate

some 44,000 children and youths in about 100 playgrounds for 10 five-day weeks. Morning and afternoon between-meal snacks are prepared in 12 school cafeterias and transported by refrigerated trucks to the playgrounds. The snacks meet minimum requirements as prescribed by USDA and may consist of a half-pint of milk and a sandwich or one-third quart of fruit juice and cookies, made with enriched or whole grain flour.

The District of Columbia began a summer recreation program on June 16 for an estimated 40,000 to 50,000 youngsters and plans to continue to the latter part of August. Seventy school cafeterias prepare and serve a hot lunch to the children. The children are transported to the cafeterias from the 190 recreation program sites. Lunches are free and meet USDA nutritional standards. A special allocation of federally donated foods was made to assist in the feeding, in addition to the cash assistance.

Other major metropolitan areas, smaller cities, and communities in the Nation are operating summer recreation programs of some extent. In as many of these as possible, USDA's Special Food Service Program for Children is helping provide the youngsters with appetizing and nutritious meals and between-meals food.

USDA-donated foods make a big

difference in the operation of the summer recreation programs. For example, in Tennessee USDA donated foods are distributed by the State Department of Agriculture and last summer were used in meals for about 2,000 low-income youngsters per day. Foods used in the projects had a wholesale value of nearly \$10,000. Lunches were prepared by volunteers at recreation centers in four urban areas of the State, Knoxville, Nashville, Memphis, and Chattanooga. All agencies worked together to offer employment, recreational programs education, and training to disadvantaged youths 6 to 20 years of age in urban areas of the State.

Foods used in many of the summer programs are of the sandwich type—peanut butter, canned luncheon meat, raisins, butter and cheese—because of their ease of preparation. In some instances the bread and sandwich spreads are donated by private companies.

Public and nonprofit private institutions eligible to participate in the program include day-care centers, settlement houses, and recreation centers that provide day-care for children from low-income areas, or from areas with many working mothers. Summer day camps and similar recreation programs may also apply.

For more information about the Special Food Service Program for Children, write to the State Department of Education, the nearest USDA Consumer Food Program District Office, or USDA, Consumer and Marketing Service, School Lunch Division, Washington, D.C. 20250. □





IF YOU WERE BUYING 10,000 pounds of potatoes each week as purchasing agent for a restaurant chain, and you wanted all the potatoes to be of the same quality and size, how could you make sure they met your requirements?

One good way is to request inspection by the U.S. Department of Agriculture's Fresh Fruit and Vegetable Inspection Service.

The Fresh Fruit and Vegetable Inspection Service for volume buyers, a program operated by USDA's Consumer and Marketing Service, assures food buyers that the produce they purchase meets the quality requirements they specify in their contracts with vendors.

Want apples or tomatoes that will be ripe and ready for eating in 2, 3, 4, or 5 days? Steamship lines do—to serve their passengers apples and tomatoes ripened to the right degree on each day of the voyage. The inspection service carefully checks the purchases to make sure this difficult requirement is met.

The service started in August 1917 at the New York Naval Base, where inspectors checked supplies for troop ships and supply ships. The military services still number among the many users of the inspection service, along with other Federal agencies, Veterans Administration hospitals, schools, restaurants, ship lines and other private organizations, city, county, and State governments.

Each user has requirements peculiar to its specific type of feeding. But whatever the requirement, the inspection service sees that it's met. For a nominal fee, the Fresh Fruit and Vegetable Inspection Service

sends a skilled inspector to check the quality of fresh fruit and vegetable purchases. This impartial inspection by a third party can also be of help in settling any differences between a buyer and vendor about quality.

Among the many satisfied customers of this service are: American Export Isbrandtsen Lines, Cunard Line, Moore - McCormack Lines, Grace Line, and United States Lines.

When buying fresh fruits and vegetables for their ships, American Export Isbrandtsen Lines (AEIL) is most concerned with the quality and keeping ability of the item. "We look to the USDA fruit and vegetable inspectors for guidance in specifications," an AEIL spokesman said. "They offer their opinion as to what grade level to buy and they know about the availability of supplies."

AEIL has all their fresh fruits and vegetables inspected by USDA. They've been using the inspection service for about 20 years.

The Cunard Line has used the Fresh Fruit and Vegetable Inspection Service for all its passenger ships, including the *Queen Elizabeth* and the *Queen Mary*, for many years, according to Philip Courtney, Cunard purchasing superintendent. Currently they're planning to extend use of the inspection service to the new "QE2" (*Queen Elizabeth 2*).

The purchasing department of Grace Line, a 40-year user of the inspection service, said that USDA guarantees them they are getting the products they order. For instance, when the ship line orders tomatoes, besides quality conformance, it wants half of them to be ripe and the other half pink so that they will

ripen during the voyage.

Al Gartland, Moore-McCormack Lines purchasing agent, said, "We buy only fresh fruits and vegetables that have been checked by USDA. After all, who knows the specifications better than USDA?"

United States Lines also uses the Fresh Fruit and Vegetable Inspection Service. "We have a good working relationship with USDA," said Donald Uber, chief of the food section, service and supply department of the United States Lines. They require their fresh fruits and vegetables to last 3 to 4 weeks. In addition to their cruise ship, S. S. United States, they run 48 cargo vessels.

Ship lines operating from 15 U.S. port cities use the Fresh Fruit and Vegetable Inspection Service.

Many city, county, and State governments use the inspection service for purchases for hospitals, schools, and universities. Other volume buyers who use the service are a large department store that has the supplies for its restaurants checked and an industrial plant that does the same thing for its cafeterias.

Perhaps the most unusual user of the Fresh Fruit and Vegetable Inspection Service is Chicago's famed Lincoln Park Zoo. Zoo officials feel it is well worth the nominal cost of the service to preserve the health of the many expensive and exotic animals and birds they care for. Cherries and grapes, for example, that are the diet of certain valuable birds, must be of excellent quality and condition if the birds are to survive. USDA's fresh fruit and vegetable inspectors see that these quality and condition requirements are met. □

Teamwork Puts Poultry Law To Work

Through Federal-State cooperation, strict inspection for wholesomeness of poultry is being extended.

STEADY PROGRESS is being made by the U.S. Department of Agriculture and cooperating States in the Federal-State partnership effort to extend strict inspection for wholesomeness to almost all poultry and poultry food products sold in the United States.

Between August 1968—when the Wholesome Poultry Products Act was enacted—and June 1969, a number of steps were taken to assure that strict inspection standards will cover that 13 percent of the U.S. poultry supply that hasn't been covered by Federal inspection because of its movement only within State lines.

Here's the sum-up of progress:

- Federal-State teams completed surveys of non-federally inspected poultry processing operations in 49 States and Puerto Rico to evaluate inspection needs.

- Seven States—California, New Jersey, Wisconsin, Missouri, Delaware, Virginia and Florida—were granted Federal assistance through cooperative agreements for developing strict inspection programs to cover poultry plants that process product for sale within State boundaries, while several other States worked toward approval for a Federal-State cooperative agreement.

- More than 600,000 pounds of poultry products, found in marketing channels to be violating the law, were detained in 85 separate actions.

- Twenty-two poultry plants were singled out by USDA as a danger to public health, with follow-up action by States to see that conditions were corrected.

The new Federal law calls for a nationally uniform system of poultry inspection by August 1971. To achieve this, each State is given until August 1970—or an additional year if significant progress is being made—to build a poultry inspection system of its own that measures up to the Federal program operated by USDA's Consumer and Marketing Service for poultry products crossing State or U.S. borders. The compulsory Federal program started after enactment in 1957 of the Poultry Products Inspection Act, which the 1968 law amends.

While a Federal-State cooperative agreement doesn't constitute USDA's approval of a State's inspection program, it does represent a major step in the process of building an inspection program that will meet Federal standards.

Completion of an agreement is by no means automatic. The State first must have a law providing for compulsory poultry inspection, which many States have recently introduced in their legislatures. As of June 1969, 14 States had submitted laws and regulations to USDA for review and approval.

A survey of selected poultry plants in the State is part of an overall review a State must go through before qualifying for an agreement. Federal-State survey teams check such things as the inspection program in the plant, the water supply and disposal facilities, and sanitation of the plant and equipment.

The State must submit an improvement plan to USDA, detailing

how it proposes to correct deficiencies and upgrade its inspection program to the standard required by the 1968 law.

With an agreement in effect, the State is eligible for Federal grants covering up to 50 percent of the cost of the inspection program. The State also qualifies for USDA technical help in setting up its program. Technical aid includes training of inspectors, accomplished largely at a new USDA training center opened in the spring of 1969 in Gainesville, Georgia. This center offers 4-week courses for food inspectors to be assigned to poultry plants and 6-week courses for veterinary inspectors who provide supervision.

Aside from authorizing Federal aid to help the States strengthen their inspection programs, the 1968 poultry law gives USDA expanded authority in its existing Federal inspection program to assure that unwholesome products won't reach consumers. The increased investigative and enforcement powers were used by USDA in detaining for proper disposition 634,887 pounds of poultry products during the first 10 months of the law's operation. These 85 detentions of products in marketing channels were in addition to condemnations of poultry products in processing plants.

The 22 non-federally inspected poultry plants that constituted a health danger were identified by USDA with the cooperation of State officials. Follow-up action by the States assured that the plants were cleaned up or closed down. □

We've Come a Long Way from the Cotton

By Ben A. Franklin

ABOUT THE ONLY thing that doesn't have some form of cotton in it is cotton candy.

Although that may be an exaggeration, it's almost impossible to go through a day without coming into contact with cotton or one of its products.

It's used by top fashion designers in their latest creations and by housewives in their cleaning duties. Whether you're writing on a sheet of fine stationery, frying a chicken, or eating a frozen dessert product, there's a good chance that you're using a product that contains some form of cotton or cottonseed.

Surprising? It probably is since cotton is usually exclusively associated with use in fabrics and threads. This is the major use of cotton, but hundreds of other products also contain cotton and cottonseed by-products.

Through the research of the U.S. Department of Agriculture in association with several national cotton associations, many of the cotton products you use have been and still are being improved. USDA scientists have developed heat-, rot- and weather-resistant finishes for cotton fabrics, flame-resistant cotton batting for furniture and automobile upholstery, durable-press cottons, and stretch cottons for use in lace and in fabrics especially popular for leisure clothing.

Use of cotton in these varied products depends on the kind or variety of the cotton and its quality. USDA's Consumer and Marketing Service grades more than 95 percent of the cotton produced in the United States. Manufacturers depend on the description provided by the C&MS classification program to help them choose the cotton they need for their products, and cotton producers depend on it to help establish the value of the raw cotton and, thus, a basis for its price.

Two different types of cotton are commercially grown in the United States—Upland cotton, the most prevalent, and American Egyptian.

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A revision of the U.S. cotton standards, to be effective July 1, 1970, changes the name of American Egyptian cotton to American Pima cotton, a term more nearly associated with the origin of this type of cotton.

The main difference between Upland and American Egyptian cotton is the length of the fibers produced by the cotton plant. Fiber length is especially important to the manufacturers of fabrics, threads, and yarns because longer fibers require less overlapping when they are proc-

essed into strands. Because of their length, they also make stronger fabrics with more luster and sheen than shorter fibers, which produce a coarser fabric.

Fiber length for Upland cotton produced in the United States mostly ranges from $1\frac{5}{16}$ to $1\frac{1}{8}$ inches. American Egyptian fiber length mostly ranges from $1\frac{5}{16}$ to $1\frac{7}{16}$ inches.

Longer fibers of at least $1\frac{1}{16}$ inches are used in sateens, finer sheetings, and other fabrics like poplin, broadcloth, organdy, chiffon, and voile. More diverse manufactured items containing long-fibered cotton include airplane cloth, typewriter ribbons, wiring insulation, linings of leather goods, and weather balloon fabrics.

Medium-length fibers, most of which are found in Upland, are used in yarns for weaving into medium and heavyweight fabrics like twill, duck, and some coarse sheetings.

Shorter fiber cottons and linters (the fuzz removed from the cottonseed after the ginning process) can be found in mattress stuffing, batting, fillers, quilt comforters, felt and napped blankets, surgical and pharmaceutical supplies and industrial filters.

Upland cotton is grown in the southern part of the United States from South Carolina to California. Almost all American Egyptian cot-

Here a USDA cotton classer grades a sample by comparing it to a specific grade standard.



THE LIVESTOCK PRODUCER'S STAKE IN WHOLESOME MEATS

By Dr. Ray Murtishaw

ton is grown in the irrigated areas near El Paso, Texas, and Phoenix.

Since most cotton is used in fabrics and threads, grade and fiber length are two of the most important factors considered in cotton classification, a system developed to rate cotton's spinning qualities and, thus, the market value of each bale.

In cotton classification, grades are based on color, leaf or trash content, and preparation or ginning.

Because of exposure in the field, cotton's colors range from white to gray to yellow-stained and the standards for color are based on these variations. Leaf or trash content is considered in grading because it must be removed in the manufacturing process. Preparation is also a factor since smoothly ginned cotton results in less waste and produces smoother, more uniform cotton.

Fineness of the fibers is also included in classification since it affects the quality of the cotton.

With 29 permanent and 10 seasonal C&MS cotton classing offices spread across the nation, it's important that strict guidelines for grade standards be established so that cotton grown in Georgia will be graded on an equal basis with cotton grown in Mississippi or California.

This year, C&MS' Cotton Division is celebrating the 60th anniversary of the establishment of USDA grades for cotton, the first set for any agricultural commodity.

All C&MS cotton classers base their judgment for the 40 grades of Upland cotton on standards approved by the Universal Cotton Standards Conference. The conference is held every three years and is attended by representatives from ten foreign countries, U.S. cotton industry leaders, and USDA cotton officials. Grades for American Egyptian cotton are based on ten standards.

Although you may never read on the label of a cotton product that it meets official USDA standards, you can almost bet that it has been graded under USDA's cotton classification program. □

IT GOES WITHOUT SAYING that anyone who eats meat has an interest in the Wholesome Meat Act. This legislation is one of the strongest steps ever taken to assure the Nation of a wholesome meat supply.

But beyond the typical meat consumer, there are particular groups in the marketing community which have their own special reasons for wanting to keep unfit and adulterated meat away from the dinner table. The retailer knows his establishment will lose customers should he sell unsuitable products. Volume feeders, such as restaurateurs, know they must satisfy today's discriminating and safety-conscious consumers with wholesome products.

And livestock producers, the men who grow the meat animals, have their own interest in the Wholesome Meat Act. They know that increased Consumption of meat in large part hinges on the confidence which the consumer has in the wholesomeness of the Nation's meat. The Wholesome Meat Act, by providing a nationally uniform inspection system, can help reinforce that confidence.

All meat sold across State lines is subject to Federal inspection. The Wholesome Meat Act provides that by December 1970 meat sold within individual States will be subject to the same strict standards of inspection, processing, and labeling.

The livestock producer knows full well that occasional news stories about illness caused by impure meat strike a severe blow at his livelihood. He should also know that the Wholesome Meat Act is the best safeguard yet devised to prevent these incidents from occurring.

How does the meat inspection program assure that these proper precautions are taken? To start off, the program requires that every animal slaughtered in a federally in-

spected plant is examined by trained inspectors and veterinarians both before and after slaughter.

In addition, inspectors are on hand to observe the various steps from slaughter to final packaging. Processed products receive the same attention as fresh meat. The inspection program also requires that all labels be honest and informative. The end result is that the livestock producer can be sure the animal he sells becomes wholesome meat fit for the dinner table.

Livestock men also know that profits suffer badly when the investment of raising a meat animal is wasted when the animal is condemned for disease.

The meat inspectors gather information on tuberculosis and other diseases, such as cysticercosis, a parasitic disease. This data in turn is useful in the control and prevention of livestock diseases. The uniform standards of the Federal inspection program also assure the livestock producer that his animals will not be arbitrarily condemned.

In addition, the meat inspection service supplies figures to USDA's Market News Service on a daily basis with the number and types of livestock slaughtered in all federally inspected plants. This information indicates marketing trends and can help the producer find the best sales outlet for his animals.

So the Wholesale Meat Act means more to the livestock producer than wholesome meat on his own dinner table. It also means wholesome meat on the Nation's dinner tables, to the eventual benefit of the producer himself and meat consumers everywhere. □

The author is Chief, Operations Branch, Slaughter Inspection Division, C&MS, USDA.

WHEN TWO NATIONS meet, headlines are usually made. Recently, however, 44 nations met and not one headline was made! Yet, as a result of this meeting, hundreds of millions of people may be affected.

The occasion was the Sixth General Session of the Codex Alimentarius (food code) Commission. This international body was established by the Food and Agriculture Organization of the United Nations and the World Health Organization to develop world food standards. These standards are aimed at protecting the health of consumers and assuring fair practices in international food trade.

Nearly 200 representatives and observers, from countries in North, Central, and South America, Europe, and Asia attended the annual Codex meeting, held this year at the Palais des Nations in Geneva. The Swiss city is world headquarters for the World Health Organization.

Highlight of this year's Codex meeting was the Commission's recommendation that member countries adopt some 40 food standards, including standards for 14 fats and oils, three types of sugar, honey, canned Pacific Salmon, and a general standard on labeling. These standards, along with the 12 recommended for adoption last year, are the first to reach this important stage. The next step is for member countries to approve these recommended standards. When enough countries approve each of the standards, they will be published in the *Codex Alimentarius*, the official publication of the Commission. Standards for many other products are in various stages of development.

When a country accepts a Codex standard for a given commodity—for example, canned tomatoes—any canned tomatoes traded and offered for sale in that country—whether domestically produced or imported—must meet at least the requirements of identity, composition, or minimum quality of the Codex Standard. When enough countries accept the

new food standards for WORLD COMMUNITY



By George R. Grange

same standard, trading between countries will be considerably easier than when each government is enforcing somewhat different mandatory standards.

Since 1962, the Commission has been able to get more than 50 standards through eight complex steps of adoption. These standards are now ready for formal consideration by the 65 member nations of the Commission.

A stumbling block in gaining universal understanding of the meaning of Codex Standards is the failure of some member countries to realize that such standards are not intended to affect in any way their government's established legislative or administrative procedures for the issuance or modification of national food standards. Codex Standards are intended to influence the *content* of national food standards but not each country's *procedures* for issuing or modifying them.

If every member country were to modify its national standards to agree with the recommended Codex Standards, complete international

agreement between all member countries would be achieved. There would be no restrictions on trade due to differences in national requirements concerning product ingredients, composition, additives, or other factors usually included in such national standards.

Although the Codex Alimentarius Commission usually meets as a whole once a year, most of the Commission's day-to-day work is performed by select committees which are chaired by various member countries. For example, there are Codex committees for meat, processed fruits and vegetables, quick frozen foods, fats and oils, fruit juices, cocoa products and chocolate, and fish and fishery products. In total, there are some 17 Codex committees for various foods and food-subject areas.

Following is a list of the worldwide food standards approved thus far by the Commission and recommended for adoption by member countries:

- Canned tomatoes
- Canned green and wax beans
- Canned peaches
- Canned applesauce
- Canned grapefruit
- Canned sweetcorn
- Canned green garden peas
- Canned mushrooms
- Canned plums
- Canned raspberries
- Canned fruit cocktail
- Fats and oils, including margarine, cottonseed oil, lard
- Sugars, including white, powdered, and soft
- Canned Pacific salmon
- Honey
- Olive oil
- Fruit juices, including apricot, peach, and pear nectars, apple juice, orange juice, grape juice, tomato juice, lemon juice, grapefruit juice
- Food colors. □

The author is Deputy Administrator, Marketing Services, C&MS, USDA, and is Codex Coordinator for the United States.

Help

for School Lunch Managers

C&MS offers quantity buyers an acceptance service for food.

A SCHOOL LUNCH MANAGER wears many hats. And for each hat she wears she must be an expert in a different field. For instance, she must be:

- An expert dietitian, to assure adequate diets for the children in her care.

- A chef, to provide tasty, nutritious meals to several hundred students at a sitting.

- A manager, to supervise the many aspects of preparing school lunches and give the best meals at a reasonable price.

- A quantity buyer, to get the tons of varied foods she needs each year. As a buyer, she must be an expert on quality, on amounts needed, on prices she should pay for food.

Most school lunch managers—and dietitians for other public institutions—are indeed experts in these fields, but where they most often lack training (or the time) is in the last field, quantity buying.

This is exactly why many managers of mass feeding programs have turned to the U.S. Department of Agriculture's Food Acceptance Service for assistance. As one local school manager said recently: "This service is worth far more than its cost. It's the only way to be sure of getting what you specify."

The program is really quite simple. Food graders and inspectors in USDA's Consumer and Marketing Service check over your purchases to make sure they meet *your* specifications and needs. They then certify to you that the purchase was what you ordered in the first place. You don't have to be a quality expert; you can have a team of qualified

food specialists do the work for you.

If you specify, C&MS graders will not only check the quality of the food (you can purchase by official USDA grades if you like), they'll also check the weight, size of portion, type of product—practically anything about a purchase you might want.

You can get the acceptance service for meats and meat products, poultry, eggs, dairy products, both fresh and processed fruits and vegetables, and grain products. The cost is minimal and usually is paid by the seller. Although this will add slightly to the price of the food, the added cost is offset by your savings in time and often, in money. For with the Acceptance Service you get what you pay for, you seldom need to reject a shipment, and you needn't worry about the occasional unscrupulous supplier who might slip some substitute items or poor-quality food into your orders.

Here's how you go about getting the Acceptance Service for your program. Contact your local C&MS grading representative and discuss with him what you want to buy. He'll help you translate your needs into exact "specifications" that you can use for giving a contract or for calling for bids from several suppliers.

These specifications might include: how the food is to be prepared, average weight, state of refrigeration, grade, degree of trim, size, condition, or anything else you might need. For meat products, C&MS already has detailed specifications for more than 800 items from which you can draw

for your personal specifications.

Then, before the food is delivered to you, a C&MS grader examines the product and makes sure it meets your needs. If it does, he'll stamp the sealed package or carton with the official "acceptance" mark. If it doesn't, you needn't worry about it; the supplier must either rework the product, prepare a new shipment, or offer a substitute shipment that does meet your specifications.

If you'd like more information, and the name of the local C&MS representative nearest you, write to the following persons, all at this address:

Consumer and Marketing Service
U.S. Department of Agriculture
Washington, D.C. 20250

For poultry and eggs:

Bernard W. Kempers, Chief
Poultry Grading Branch

For dairy products:

E. F. Garbe, Chief
Dairy Grading Branch

For meat and meat products:

Francis M. Lee, Chief
Meat Grading Branch
Livestock Division

For fresh fruits and vegetables:

D. S. Matheson, Chief
Fresh Products Standardization
and Inspection Branch
Fruit and Vegetable Division

For processed fruits and vegetables:

Fred Dunn, Chief
Processed Products Standardization
and Inspection Branch
Fruit and Vegetable Division

For grain products:

George T. Lipscomb, Chief
Grain Commodity Inspection
Branch.



CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

VOLUME MEAT BUYING MADE EASY

If you are a volume meat buyer, you probably are a very busy person. You may also be doing some things that are not really necessary. For example, do you make repeated trips to your suppliers to personally select the kind of meat you want at a reasonable price? Or if you order by telephone, when the product is delivered, do you sometimes find that your requirements have not been met?

The answer to your problem is the U.S. Department of Agriculture's Meat Acceptance Service. Under this voluntary service, a Federal meat grader examines your purchases and certifies that they meet contract requirements. The service saves you time and effort while assuring you meat of the type and quality you want. USDA provides this service for a small fee.

A new publication from USDA's Consumer and Marketing Service explains the meat acceptance service—how it works and how to get it. Titled "A Guide to USDA's Acceptance Service for Meat and Meat Products" (MB-47), the pamphlet describes how the service can help you in your meat purchasing program.

Volume buyers using the meat acceptance service employ Institutional Meat Purchase Specifications (known as IMPS) as a basis for their contracts with suppliers. These specifications were developed by C&MS standardization specialists in cooperation with industry representatives. The pamphlet lists all IMPS

currently available from the Government Printing Office.

The pamphlet also illustrates and describes the various marks—quality, inspection, yield, class—and the acceptance stamps that should appear on USDA-accepted products.

For a copy of "A Guide to USDA's Acceptance Service for Meat and Meat Products" (MB-47), send a postcard request to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please include your ZIP code. □

VOLUNTEERS AGAINST HUNGER

People who want to volunteer to help their less fortunate neighbors get more and better food, can now get a handbook of suggestions on ways to help, and how to begin, from the U.S. Department of Agriculture. There are two handbooks, both titled "VOLUNTEERS AGAINST HUNGER" one for areas operating the Commodity Distribution Program and the other for areas operating the Food Stamp Program. They were developed by USDA's Consumer and Marketing Service, which administers both food help programs nationally.

The new handbooks offer these suggestions for getting started:

- Contact the local welfare department to find out about operations of the local food help program and what volunteers can do to help. If possible make personal visits to local programs.
- Find out what other volunteers and their organizations may be doing to bring food and nutrition help

to low-income families and consider how you might tie in with their efforts.

- When you join or begin a volunteer service project, ask about the kind of training and direction available to help volunteers do an effective job and extend the work of professional welfare, health or teaching staff.

There are many projects that volunteers can and do carry out successfully to help low-income families get maximum benefit from food help programs. They include:

- Getting the word out to low-income families that food help is available and how they can apply.
- Providing transportation for families who need help getting to the application office or in getting their food home.
- Conducting demonstrations on planning and preparing low-cost meals that make good use of the donated foods or food stamp help available for the area.
- Providing funds to print information and education materials and get small equipment needed for food demonstrations as well as to help finance emergency food delivery to destitute families.
- Enlisting the support of local leaders and organizations to develop an effective family food help and nutrition program.

For more information, copies of the handbooks "VOLUNTEERS AGAINST HUNGER", are available from the Consumer and Marketing Service, Information Division, U.S. Department of Agriculture, Washington, D.C. 20250. Please specify whether the request is for the handbook for food stamp areas or the edition for areas having the Commodity Distribution Program. □

9 IN 1 PACKET TELLS "HOW TO BUY FOOD"

Now you can get all of the first nine "How to Buy" publications in one handy packet.

These popular, readable leaflets—prepared by quality specialists in the U.S. Department of Agriculture's Consumer and Marketing Service—give useful tips on buying, storing, and using a wide range of food products.

What do you look for when you shop for celery or parsnips? What's the best grade and cut of meat for Sunday dinner? What's the difference between egg size and egg quality?

All these questions—and many more—are answered in these booklets: *How to Buy Beef Steaks*, *How to Buy Beef Roasts*, *How to Buy Fresh Fruits*, *How to Buy Fresh Vegetables*, *How to Buy Eggs*, *How to Buy Butter*, *How to Buy Poultry*, *How to Buy Cheddar Cheese*, and *How to Buy Instant Nonfat Dry Milk*.

All nine leaflets are available—for \$1.25—in a handsome folder to keep them all in place.

Order by check or money order from: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Ask for "How to Buy Food." And please include your ZIP code. ☐

FLOWER INDUSTRY GETS WEEKLY MARKET REVIEW

Members of the floriculture industry can get a weekly review of the national market for ornamental crops from a report now being issued by the Federal-State Market News Service from San Francisco, Calif.

The "National Market Trends" report summarizes information on prices and market conditions in Florida and California producing areas and at the Chicago, Dallas-Fort Worth and San Francisco terminal markets. Regular market news reports, which show results of actual trading in detail, are provided from each terminal market three times a week. Reports on market conditions

and prices in the production areas are available daily.

The weekly report, which gives information on the overall trend in production and marketing of ornamental crops, is useful to persons who need a summary of the crop situation and limited price information to supplement or substitute for the more comprehensive information given in the regular market news reports.

To receive "National Market Trends," write to: Federal-State Market News, Room 272, U.S. Appraisers Bldg., 630 Sansome Street, San Francisco, Calif. 94111. (Telephone: Area Code 415, 556-5587).

The U.S. Department of Agriculture's Consumer and Marketing Service administers the Federal-State Market News Service in cooperation with State agencies. C&MS' Fruit and Vegetable Division operates the Ornamental Crops Market News Service in cooperation with the California, Florida, and Texas State Departments of Agriculture. ☐

AUGUST IS SANDWICH MONTH AND A GOOD MONTH FOR PLENTIFULS

August is Sandwich Month, calling consumers' attention to the plentiful supply of all classes of wheat. Stocks of wheat were recently estimated at 32% greater than a year earlier and 59% more than two years ago. These large stocks of wheat give housewives almost endless opportunities to satisfy the whole family with cakes, rolls and buns, and all kinds of other tasty wheat products.

The Consumer and Marketing Service says that, in addition to the big supplies of wheat, its August Plentiful Foods List contains many other tasty items. These include peanuts and peanut products, summer vegetables of many varieties, and such favorite fruits as watermelons, fresh pears, nectarines, and limes. Onions are in excellent supply too. ☐

FOOD TIPS

—from USDA's Consumer
and Marketing Service

Salad days are here again. Whatever your favorite is, remember to play it safe after mixing up your favorite ingredients with salad dressing or mayonnaise. Keep the salad cold until served and refrigerate any leftovers promptly. Commercially prepared salad dressings and mayonnaise are perfectly safe foods by themselves. But once they are mixed with ingredients such as meat, poultry, or seafood, they can serve as the growth medium for food poisoning bacteria—that is, they can if the mixture is held for long periods at room temperatures. If you handle your salads with care and keep them cold you need have no fears. ☐

* * *

When barbecuing chicken for guests, you want everything to go right. One sure way, according to the U.S. Department of Agriculture's Consumer and Marketing Service, is to start with U.S. Grade A chicken. The USDA Grade A shield tells you two things—first, you have bought the highest quality chicken and second, the chicken was inspected for wholesomeness—a requirement before it may be graded for quality. In addition to selecting chicken by USDA grade, you should also select by class. The grade of the poultry does not indicate how tender the bird is—the age (class) of the bird is the determining factor. For barbecuing, you want a young chicken, labeled as broiler, fryer, or, simply, young chicken. ☐

Texas Citrus Makes a Comeback

Through quality control and promotion of citrus fruits, a Federal marketing order helped Texas citrus growers regain their markets.

By Malvin E. McGaha

COPING WITH ADVERSITY is a way of life for Texas citrus growers. Weather hazards in the Rio Grande Valley are an ever present threat, but despite freezes, floods, and hurricanes, they work, they produce, and they prosper.

Back in the mid-1940's citrus production in southern Texas was about 28 million boxes. Then in 1951, a severe freeze practically destroyed the industry, wiping out whole groves of citrus trees.

But the growers persevered and re-established their groves, and in spite of setbacks caused by bad weather, production was on its way up again by the early 1960's.

The growers had a big job ahead of them if they were to regain their citrus markets. Working with marketing specialists of the U.S. Department of Agriculture's Consumer and Marketing Service, the growers set up a Federal marketing order. The order is administered locally by the Texas Valley Citrus Committee, which is comprised of growers and handlers nominated by the industry, and appointed by the Secretary of Agriculture.

The committee realized that competition from outside was growing and that production from within their own area was increasing. Acting under authority of the marketing order, the growers took a two-pronged approach. One, they would send only their best oranges and grapefruit to the fresh market. And, two, they would promote the use of their products by advertising.



To encourage the shipment of the best fruit, and to enhance the image of Texas oranges and grapefruit, the committee adopted the use of the identifying marks, "Texasweet" and "Sweeter by Nature." The trade marks can be used only on fruit which meets specified size and quality requirements.

An advertising and promotion committee was formed within the citrus committee and an advertising agency retained. The objectives of the advertising and promotion program were to increase returns to producers by keeping old customers, getting new customers and by encouraging new and different uses of Texas citrus fruit.

The advertising agency developed point-of-purchase material, which is displayed where the produce is sold. The citrus committee furnished this

material only when requested by retailers who sold "Texasweet" grapefruit and oranges.

USDA's Plentiful Foods Program cooperated in the special industry-government promotion campaign to focus attention on "Texasweet" grapefruit and oranges in early 1969. Regular plentiful foods activity in the grocery and restaurant trade was intensified employing special bulletins and fact sheets, news releases, spot announcements for radio-TV and other promotional means to impact at the time of greatest need for marketing assistance.

The promotion campaign included color television commercials, radio announcements and advertisements in newspapers and trade papers. It also took a merchandising approach by offering special grapefruit spoons which could be bought inexpensively when ordered with coupons packaged with Texas grapefruit and by offering recipe booklets which showed many uses for citrus.

Congress amended the Agricultural Marketing Agreement Act in 1965 to permit collection and use of funds under a marketing order to promote a number of commodities, including citrus fruit.

Advertising gives producer groups another tool to use in accomplishing one of the primary aims of marketing orders—to bring better returns to producers. □

The author is Assistant Chief, Fruit Branch, Fruit and Vegetable Division, C&MS, USDA.

this isn't gobbledygook

TEG EHT EGASSEM?

Perhaps this grouping of letters is meaningless to you. For some Spanish-speaking Americans, English is just as confusing.

The U.S. Department of Agriculture, aware of this communications problem, is doing something about it.

Because Spanish-speaking Americans are a significant minority (the second largest minority in the United States), USDA's Consumer and Marketing Service has translated several program materials into Spanish. The emphasis has been directed to the food programs in keeping with the national effort to eliminate malnutrition and hunger.

Several items in Spanish include picture recipes, a children's coloring book, the Type "A" School Lunch poster, plentiful foods information, official food lists for the Food Stamp Program and Commodity Distribution posters with directions for recipients on selecting foods. The Thrifty Family recipe flyers are being translated into Spanish.

Smart Shopper illustrated recipes are teaching aids for Federal, State, and local agencies which conduct food and nutrition education programs. These are sent out to be reproduced in any quantity needed.

Recipes selected for translating are those which use foods that are most likely to appeal to Spanish-speaking Americans' food tastes.

The Spanish version of the Good Foods coloring book is a picture publication designed to teach young children food values. The text is simple to read and understand, to wit: "Yo soy una toronja. Yo te doy vitamina C. Pintame amarilla." (I am a grapefruit. I give you vitamin C. Color me yellow.)

Daily food fare for students who eat in school lunch cafeterias is the subject of the Type "A" School Lunch poster. A typical type "A" lunch includes milk, meat, fruits, vegetables, cereals, and bread.

Plentiful foods information goes out on a monthly basis. Information offices in New York, Atlanta, Chicago, Dallas, and San Francisco distribute the Spanish version to radio stations, newspapers, and other news media which cater to Spanish-speaking Americans. The list points out which foods are in abundance.

USDA's Food Stamp Program is an approach to the task of getting more food to those who need it. Eligibles must spend their own money for food stamps. At the same time they receive bonus stamps to

stretch their buying power. They benefit and the grocers benefit. But like all programs, a few rules must be followed. The official foods list is one. It shows participants which foods or items cannot be bought with food stamps. These lists are translated into Spanish and distributed throughout the Nation where Spanish-speaking Americans make their homes . . . Texas, New Mexico, California, and Michigan to name a few.

The Commodity Distribution Program donates food to people who cannot buy all the food they need for good meals. To help them obtain the commodities they want most, posters have been designed advising them to take only those foods they want and like to eat. These posters point out that refusing food does not jeopardize their eligibility. Spanish translations of these are available upon request.

Like the Smart Shopper recipes, the Thrifty Family flyers are teaching aids for Federal, State, and local agencies which teach nutrition education. These flyers show how donated foods can be cooked and used. Their translation to Spanish is underway and will be available later this year. □



U.S. DEPARTMENT OF AGRICULTURE
CONSUMER & MARKETING SERVICE

COMPRADORES ENTERADOS HE
AQUÍ UNAS INSTRUCCIONES QUE
ENSEÑAN COMO PREPARAR CHILE
CON CARNE



SMART SHOPPER RECIPE

CHILI CON CARNE

PFI-8157 (PFI-7756)

MENU

CHILI CON CARNE
PAN DE AJO
ENSALADA
PASTEL DE MANZANA
LECHE

1



CARNE PICADA
UNA LIBRA



DESMENUSE LA CARNE EN LA
SARTÉN CALIENTE

2



UNA CEBOLLA



UN PIMIENTO VERDE



CORTELOS



PONGALOS EN LA
SARTÉN Y GUISELOS
HASTA QUE SE
PONGAN TIERNOS

3



SALSA
DE
TOMATE



UNA TAZA



tomates
enlatados



DOS TAZAS



habichuelas
guisadas o
enlatadas



CUATRO
TAZAS



chili
colorado



DOS CUCHARAS



sal



DOS CUCHARITAS

4



PONGA TODOS ESTOS INGREDIENTES EN LA SARTEN

5



GUISELOS POR 45 MINUTOS

RINDE 6 PORCIONES

OFFICIAL BUSINESS



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COVER STORY

The outfit that the 1969 Maid of Cotton is wearing is just one of many cotton products. For the story of what C&MS does for the cotton industry, see page 8.



CLIFFORD M. HARDIN
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